

METHOD AND APPARATUS FOR  
PROVIDING TEXT ON PRINTED PRODUCTS

5                    Abstract of the Disclosure

                  A conveyor system conveys a plurality of  
printed products along a path of travel in an imbricated  
stream and such that a border region of each printed  
10 product is exposed by the imbricated overlap. A  
contrast panel (14), which forms a text panel (12), is  
applied to the exposed border region of each printed  
product (10). The contrast panel is provided with the  
text (18) and the contrast panel forms a contrast with  
15 respect to the text (18), with the result that the latter  
can be immediately seen and read easily. In one  
embodiment, the contrast panel is applied by printing,  
and in another embodiment, the contrast panel comprises a  
separate label which is adhesively applied.

20

#4476720v1